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Abstract

An e-commerce method involves on-line viewing of a first article through a linking node for virtual merging on another structure. A particular application of the invention is directed to on-line apparel shopping involving a color matching scheme using color codes provided with images to be merged. For example, on-line viewing of one article, such as clothing, on another structure, includes creating an item from image-data corresponding to a colored article selected by an on-line viewer from an on-line viewer site with an image of a colored structure selected by the on-line viewer, and indicating whether the colored article and the colored structure satisfy a color-matching criterion.